

Abstract
Strategies for Achieving Impact
Danny Shaw, Ed.D, North Carolina Cooperative Extension
Clinton McRae, MS, North Carolina Cooperative Extension

Advisory Councils play a vital role in linking Cooperative Extension to communities and valuable resources. Mostly through round table discussions, relevant needs and issues are identified and prioritized through the advisory council members, giving extension personnel some direction for educational programs. While some advisory council members become further engaged through working on activities and projects that achieve impacts beyond the meeting room, others are content with attending meetings and listening. One might ask, “What else can advisory council members do to support Cooperative Extension and to achieve impact at the same time?”

This session will focus on increasing the knowledge of advisory councils members in regards to becoming more involved with activities and projects that achieve impacts. Discussion topics will include building a foundation, framing the process, and examples of a strong structure.